IVY NETWORK FALL CONVENTION

YALE UNIVERSITY

DECEMBER 5, 1959

The meeting was called to order at 10:40 a.m. by Stan Federman, President. All stations were present except WKCR, whose personnel arrived at 10:45.

The minutes of the last meeting were read and accepted. The agenda was announced, to cover reports of the President, General Manager, and Business Manager, election of officers, WDCR, morning rates, and station increments.

President's Report

Federman began by saying that the committees set up at the last meeting were outmoded, and that a new set of By-Laws would be presented at the Spring Meeting. He then discussed the situation in the Ivy business office. Sales had been increased, the Ivy name was well known in New York markets, and the future was bright for present and pending accounts. Phone and travel expenses were high, but were necessary for sales. Recommendations of the last meeting, that there be two signatures on every check and that no commissions be received before the stations were paid, had been put into effect. Bi-monthly reports should be dispensed with, since there were two audit reports annually, the President was in close contact with the Ivy office, and the books were open to anyone at any time.

The President then discussed the Network situation in general. Too short notice was given to stations to produce promotional material. Bob Vance, head of CRC, had been contacted over the summer with no results.

Some stations felt that more attention should be given to the importance of FM. Ivy pitches to agencies are tailored to the individual sponsor, mention FM potential listenership. But FM is offered as a fringe benefit only, since agencies seem to give their highest consideration to AM. Recognition of Ivy was in the ascendant. The Network was mentioned in the Directory of College Media put out by BBD&O. Station manager and business manager meetings should be held together in the spring. Increased sales by Ivy should not lead to complacency in local sales. A remington sales promotion record was being sent to stations, urging stations to air the record for free. All stations should inform Ivy on receipt of this, and similar offers, and should reject them. All stations should be members of the Intercollegiate Broadcasting System. Cost was nominal, $35 per year per station, and benefits were large. WXPN, WPRB, WKCR were as yet not members. The Network President should be active, should participate in the summer sales program, and should in general keep in close contact with the Ivy office. To prevent the Network from complete New Haven locus, no president should be from Yale.

General Manager's Report

Walter Frank said it was his hope that once and for all it would be finally apparent that dealings with Vance would be impossible. He explained that during the course of a number of meetings with Vance this summer, Vance has offered him a considerable sum of money to help Vance represent the network. Frank said that he felt this episode would speak for the character of Vance, and moreover he hoped that anyone, whether a member of a station, or of the network office, who proposed any sort of arrangement with Vance in the future would be looked at in a very critical light. Frank then discussed summer sales. He agreed with Federman in

stressing the importance of an active President, pointing out that, by working closely with the stations and the Ivy office staff, the President is able to act as advisory and technical expert to sales personnel. The President should not be from Yale so as to make the Network organization closer knit between stations and office. Before WKCR could become an official member of the Network, an adjustment on the balance sheet would be necessary. WKCR agreed to pay the $105 necessary. Morning rates were discussed. Early afternoon and morning hours should be sold at a lower rate as an inducement to advertisers. Frank suggested morning rates be figured as 60% of regular evening rates. Summer sales experience indicated a need for a standardized Ivy poll. Stations should run polls and return them to the Ivy office by summer, polls to be sent out by the Ivy office as soon as ready. Legal work was now under way to codify technical structure and regulations of the Network; results would be sent out to the stations.

Frank then discussed developments and prospects for current accounts. Budweiser was buying under the old rates, but an increase was in the offering. Competition from other stations was keeping L&M football rates down. The most to be hoped for would be $70. Lambretta renewal would depend upon effectiveness of the campaign. Good results for Air France and Lanvin would also bring in contracts for the spring and beyond. U.S. Steel was still pending until the strike could be settled. Tareyton and Candygram were still pending.

Frank closed by saying that he, Larry Veit, Stan Federman, and Adam Dibbell had put in time over the summer, and results showed that Ivy could sell.

Business Manager's Report

Larry Veit read the bi-annual report proposed by Paul Berney, Ivy accountant. Veit explained the "Exchange" method of procuring football tickets and other items in the report. Billing for October was highest in Ivy's history. Total billing for the year was expected to be approximately $45,000. Net income amounted to a loss of $231.71, but this was due to summer operations which were all out-go with no income, and accounts would balance out by the 4th quarter. Checks from Smith-Corona and CRC, missing in the report, had since been received.

Veit then discussed Air France, an account he had handled from the beginning. Air France had bought for two main reasons: (1) free promotional services offered by Ivy, and (2) tie-ins with local travel agencies: offering courtesy spots to the local agencies as inducement to mention Air France to student customers. Veit requested that renewal reports be sent by each station before Christmas vacation, including letters from travel agents, photographs of promotional posters in campus locations, and courtesy affidavits. Success with Air France had made Renault a possibility. Ford and Auto-Europe had also expressed interests. In conclusion, Veit stressed the fact that affidavits must be in on time. He requested that each station send off affidavits by the 6th of every month.

Stan Federman stressed the responsibility of stations to sponsors. Walter Frank pointed out that, out of 10 Network contracts, 7 bought Ivy and Ivy only.

General discussion followed. Clint Brooks, Yale, said that the exclusion of WYBC from future presidency was too strongly phrased. Steve

Trivers, Harvard, felt that Federman's statement about FM was too strong, that FM was a selling incentive. Federman clarified his point. He said he felt FM was important but that selling FM, per se, would be unwise, since the money lies in AM. Gregory Dawson, former General Manager, said that FM would be greatly harmed after the first of the year by NBC's new policy. Trivers said that FM should be stressed when dealing with "quality" sponsors. Federman and Frank agreed, but Joe Weinsenfeld, Pennsylvania, pointed out that most accounts at present were not "quality". Trivers suggested that Ivy prepare some pitches aimed specifically at the FM market.

The question was raised, and answered in the affirmative by Federman, whether sponsors accepted Ivy polls. The advantages of changing the fiscal year to the school year basis were discussed, but it was decided to leave the present set-up as is. WKCR complained about a shortage of sponsors. Walter Frank explained that most sponsors felt the New York market was saturated. WPRB asked about Ivy's training program. Frank said that the forthcoming board members were all experienced though tangible results were small.

The motion to accept the financial report was passed unanimously. Richard Smith was elected as General Manager, Curt Johnson as Business Manager, Adam Dibbell as Executive Manager and Clerk of the Corporation. Bob Bremner was introduced as a new member of the office staff. The meeting was then recessed for lunch.

The afternoon session was opened at 2:15. The motion to move the location of the Spring Meeting from WVBR to WKCR was passed unanimously. Stan Federman read a letter from WDCR stating that the station had decided that affiliation with Ivy would be at present unfeasible.

The question of morning rates was taken up again. Steve Trivers passed out recommended new rates which he had prepared. The question of package rates was discussed. Federman felt that simplicity of rate cards was important. Packages should be left up to the salesman involved. Federman recommended that the office staff feel out agencies for their opinions and that stations send in suggestions to Ivy.

The discussion on increments was then opened. Walter Frank explained the present break-down. Joe Weinsenfeld, Pennsylvania, explained that the original increments had been worked out fairly haphazardly. Weinsenfeld recommended that increment allotment should be based upon FM market and value of station to the network. Steve Trivers said that each FM station was not of equal desirability. Stan Federman pointed out that any change will have to be unanimously accepted, according to the by-laws.

Federman suggested that each station think over the problem and submit their proposals.

Merrill Burton, WPRB, offered a vote of confidence and thanks to all Ivy officers for the good job they had done, and especially to Walter Frank for his handling of Vance.

John Wolff, WBRU, said that his station had submitted a request to FCC for an FM license.

The meeting was adjourned at 3:40 p.m.